

A manufacturer of *durable medical equipment* was in great need of recruiting assistance. Lacking a defined recruiting process and unable to dedicate sufficient resource to the task open positions continued to go unfilled. As the number of open positions increased, the problems compounded. They turned to *The BryField Group* for help. The hard savings and soft benefits were immediate and significant.

Recruitment costs were reduced by 55-65% compared to a fee-based approach.

Within three months the six most critical open positions were filled. Had the customer turned to fee-based recruiters the placement fees would have been around 20% of starting salaries which ranged from \$42,000 to \$85,000. Because of BryField's fixed monthly cost structure, the cost to the customer was only 40% of the traditional fee-based approach. That's a *Return on Investment* of more than 150%.

Recruiting process

One reason for the quick results was that no recruiting process or strategy existed before BryField became engaged. A recruiting process based on best practices and tailored to the customer's unique situation was immediately put into place. As with other processes, structure and discipline lead to early, high quality results.

Increased productivity

BryField was able to identify top-notch candidates and fill the positions much faster than the customer could have. As a result, the new hires were in place, and productive, much sooner.

Employee focus

The BryField's involvement, employees who otherwise would have been involved in recruiting were not sidetracked from their regular duties. They were involved only when needed: defining job requirements, screening qualified candidates, and interviewing. The benefit: sustained productivity.

Applicant tracking

The recruiting process tends to be fragmented, with one hand often not aware of the other. Applicant tracking is central to an efficient process. Status of individual candidates is readily apparent. Reports generated by the system are an efficient way to inform involved parties.

And what has been the customer's reaction to BryField results?
"Whatever we're paying them, it's not enough."